



CITY OF FALLS CHURCH

Office of Communications

703-248-5003 (TTY 711)

FAX 703-248-5146

publicinfo@fallschurchva.gov

FOR IMMEDIATE RELEASE

Friday, March 17, 2006

CONTACT:

Nicole Gobbo

703-248-5210 (TTY 711)

ngobbo@fallschurchva.gov

MEDIA ADVISORY

EDA Seeks Input for Retail Branding Strategy

Wednesday, March 29, 7 p.m.-9:30 p.m.

FALLS CHURCH, VA. – The City of Falls Church Economic Development Authority will host a Retail Branding Strategy session on Wednesday, March 29 from 7 p.m.-9:30 p.m. in the Falls Church City Community Center, 223 Little Falls St. Members of the community are invited to learn more about the EDA's new retail marketing initiative and share perspectives about how Falls Church City should present itself in the retail marketplace as it develops a new marketing strategy.

The City and the EDA are preparing a series of marketing materials that address the issues important to retailers when making real estate decisions. With help from the community, the City and EDA will identify a unifying message for these materials that captures the essence of Falls Church City for the retail marketplace. This is the first stage of targeting and reaching out to the retail types recommended for the City in the Retail Compass report from November 2005.

This workshop will provide a venue to determine the common themes in words and images that will then be translated into a motto and logo for the retail branding and marketing strategy. The public is invited to join consultant Heather Arnold, City staff, and members of the EDA board of directors on March 29 to share ideas. Call 703-248-5491 (TTY 711) for details.

WHAT: EDA Retail Branding Strategy
WHEN: March 29, 7 p.m.-9:30 p.m.
WHERE: Falls Church City Community Center
223 Little Falls St.
Falls Church, VA 22046

###

www.fallschurchva.gov